



WYCLIFFE HALL

Conference and Event Manager

Job Description

The context and opportunities of this role

Wycliffe Hall is a Permanent Private Hall of the University of Oxford, and an Anglican theological college in the evangelical tradition. It is committed to excellence in teaching and research, thereby making a significant contribution to the intellectual life of the University and the wider society. Our mission is to be a centre for the renewal of Christian prayer, character, preaching and thinking. We have about 110 students, of whom around 40% are Church of England ordinands. Students study for undergraduate and graduate qualifications, from the certificate to doctoral level, and come from a wide range of backgrounds. We are committed to expanding that range.

Wycliffe Hall is ideally located next to University Parks and only a short walk from the heart of historic Oxford. The Hall has a modest portfolio of conference facilities, bedrooms, and excellent catering that all need proactively selling to an external market.

The Conference and Events Manager will be responsible for generating a significant stream of commercial revenue to help resource the development of the Hall and support our primary vision and mission.

There is a new role for the postholder to develop, with primary responsibility for managing existing conferences business, acquiring new partnerships, and creatively utilising Wycliffe Hall's profile and status to produce and deliver commercially strategic events.

Duties and Responsibilities

Conference:

Proactively research and monitor the local and national market and industry trends to ensure that our services and prices are competitive to maintain optimal occupancy levels and revenue.

Establish and manage sales systems ensuring details of all client enquiries, profiles, their requirements and interests, and relevant sales activity are kept up-to-date.

Develop expert knowledge of the events and bookings management system used by the Hall (Turbo / Opendoors) to capture all data accurately.



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Undertake in-depth account management to develop strong customer relationships and carry out all duties with exemplary customer care, ensuring high customer satisfaction and return business levels.

Identify and exploit new business opportunities through proactive research and capture new clients locally, nationally and internationally from buoyant market sectors.

Network with other institutions with a successful conference track record, learning and sharing best practices.

Commercial Events:

Support and help lead the development of commercially strategic initiatives and events from concept to delivery, with guidance from the Director of External Relations. Such events are vital for raising the Hall's profile and commercial revenue, for example, a speaker series.

Identify opportunities where Wycliffe Hall can add value and leverage our unique selling points.

Work with third parties on behalf of Wycliffe Hall to productise, maximise and leverage our facilities and brand.

Manage and report budgets for each strategic event. Provide regular feedback to the Director of External Relations on progress.

Other:

Confidently manage clients' expectations (internal and external) and deliver robust advice and guidance.

Work with the Director of External Relations to develop and implement an annual sales strategy to maximise conference and events revenue to meet budgeted targets.

Develop and produce sales and conference marketing materials, with the help of the Communications and Marketing Officer, to increase exposure and showcase our services. Also, create engaging client proposals to win new business.

Design and implement a communications strategy for conferences and events at Wycliffe Hall with the Communications and Marketing Officer.

Ensure the effective planning of resources and smooth delivery of events by working closely with the Operations Manager.

Other duties commensurate with the responsibilities of this post as required.



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Key Selection Criteria

Role-related skills:

- Experience in the hospitality sector, preferably as a leading team player.
- Experience in securing and converting enquiries into confirmed business.
- Motivated to help support the development of opportunities and initiatives from initial ideas to events.
- Experienced in preparing engaging proposals to attract new customers and partnerships at all levels.
- Excellent customer service skills with the ability to achieve and maintain high service levels.
- Engaging and confident at networking across sectors.

Desirable skills:

- Hotel, hospitality or general management qualification.
- Experience of working in a College environment.
- Experience in working within the third sector.
- Competent room management system user.
- Experience developing sponsorship and advertising.

Personal Aptitudes:

- Demonstrate an entrepreneurial flair for creating opportunities and thrive from forming connections to help deliver successful events for customers.
- Ability to operate strategically and deal with detail as required.
- A collaborative, proactive working style and a desire for excellence in all work areas.
- Good organisational, accuracy and attention to detail skills.
- Excellent interpersonal skills - approachable and accessible - confidently and effectively engages with others within the Hall and external stakeholders from various backgrounds.
- Excellent financial skills, including budgeting and costing.
- Good IT skills.
- Excellent communication skills, both oral and written.
- The ability to work independently and as part of a team whilst managing and prioritising a busy workload.
- Evidence of solid intellect and analytical skills, demonstrable through educational qualifications or equivalent professional or life experience.
- Sympathetic to the vision, mission, and values of the Hall.



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Responsible to: Director of External Relations

Key Relationships: Bursar, Communications and Marketing Officer, Operations Manager, Domestic Manager and Catering Manager

Remuneration

This post is offered subject to the satisfactory completion of a six-month probationary period and the capability and disciplinary provisions set out in the employee handbook. The salary is provided on Wycliffe Hall's scale (linked to the University of Oxford) between £30,000 - £35,000pa, depending on experience, plus up to £2,000 annual bonus.

Pension: Wycliffe Hall will contribute an amount equal to 10% of salary to a Group Personal Pension Scheme.

Working hours: Full time, 35 hours per week, with some evenings and weekends for which time off in lieu will be given.

Place of Work: Wycliffe Hall, 54 Banbury Road, Oxford OX2 6PW

Notice Period: The standard notice period is three months.

Holidays: Initially 25 days per year, in accordance with the College Holiday Policy, in addition to public holidays, which, if these fall during the college term, shall be taken at an agreed time during vacations.

Meals in College: The appointee will be entitled to free college meals during working hours except when the kitchen is closed.

DBS Disclosure An enhanced DBS Disclosure will be required

Application Process:

To apply for this post, please send the following:

1. A full CV
2. A covering letter outlining your reasons for applying and demonstrating how you meet the key selection criteria.
3. The names and contact details of two referees

Applications are to arrive by 12 noon 6th September. Interviews are likely to take place at Wycliffe Hall on 12th September.

Please send applications to Vacancies@wycliffe.ox.ac.uk.

The job description is correct in August 2022. It will, however, be discussed between the appointee and the line manager, and may be amended, following consultation, to reflect developments in or changes to the job.